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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/077,840	02/16/2002	Cary D. Pertunen	CDP0299C01	3919
29290	7590	07/07/2005	EXAMINER	
CARY D. PERTTUNEN 11764 RAINTREE COURT SHELBY TOWNSHIP, MI 48315			NGUYEN, CAO H	
			ART UNIT	PAPER NUMBER
			2173	

DATE MAILED: 07/07/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)
	10/077,840	PERTTUNEN, CARY D.
Examiner	Art Unit	
Cao (Kevin) Nguyen	2173	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 14 April 2005.

2a) This action is FINAL. 2b) This action is non-final.

3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 25-47 is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5) Claim(s) _____ is/are allowed.

6) Claim(s) 25-47 is/are rejected.

7) Claim(s) _____ is/are objected to.

8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.

10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a) All b) Some * c) None of:

1. Certified copies of the priority documents have been received.

2. Certified copies of the priority documents have been received in Application No. _____.

3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)

2) Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date 9/03 and 02/02.

4) Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.

5) Notice of Informal Patent Application (PTO-152)

6) Other: _____.

DETAILED ACTION

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

Claims 25-47 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bowman et al. (US Patent No. 6,169,986) in view of Call (US Patent No. 6,418,441).

Regarding claims 25-26 and 32, Bowman discloses a method comprising receiving a search expression entered by a user, the search expression comprising one or more words; performing a search to find one or more books of interest to the user based on a similarity between the search expression and a corresponding full text of each of a plurality of books that are purchasable via an electronic commerce computer site (see col. 7, lines 1-61); however, Bowman fails to explicitly teach performing a transaction in which the user uses the electronic commerce computer site to purchase a book user-selected from the one or more books; and making the full text of the book inaccessible to the user via the electronic commerce computer site prior to said performing the transaction.

Call discloses a transaction in which the user uses the electronic commerce computer site to purchase a book user-selected from the one or more books; and making the full text of the book inaccessible to the user via the electronic commerce computer site prior to said performing the transaction (see col. 31, lines 17-60). It would have been obvious to one of an ordinary skill

in the art at the time the invention was made to provide a transaction in which the user uses the electronic commerce computer site to purchase a book user-selected from the one or more books; and making the full text of the book inaccessible to the user via the electronic commerce computer site prior to said performing the transaction as taught by Call to the search queries of Bowman in order to provide users capabilities of purchasing book or good products after making a complete payment/transaction.

Claim 27 differs from claim 25 in that “outputting at least one signal from a computer site to provide a visible representation of the one or more purchasable books to the user” which read on Bowman (see figures 5A-9).

Regarding claims 28 and 35, Bowman discloses wherein the visible representation comprises one or more concave regions to visibly represent the one or more purchasable books (see figure 5-6).

As claims 29-30 are analyzed as previously discusses with respected to claims 27-28 above.

Regarding claim 31, Call discloses wherein the visible representation and the information associated with the book are simultaneously viewable by the user (see col. 10, lines 1-60).

Claim 33 differs from claims 25 and 32 in that “perform a search to find one or more books of interest to the user based on a similarity between the search expression and a

corresponding full text of each of a plurality of books that are purchasable via the electronic commerce computer site; provide, to the user, information associated with a book user-selected from the one or more books after performing the search, wherein the information comprises an image of the book and a price of the book, and wherein the information is absent the full text of the book" which read on Call (see col. 10, lines 23-67).

As claims 35-47 are analyzed as previously discusses with respected to claims 25-33 above.

Conclusion

The prior art made of record and not relied upon is considered pertinent to applicant's disclosure. (see PTO-892).

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Cao (Kevin) Nguyen whose telephone number is (571)272-4053. The examiner can normally be reached on 8:30AM-5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Cabeca can be reached on (571)272-4048. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Cao (Kevin) Nguyen
Primary Examiner
Art Unit 2173

06/20/05